



Getting Feedback the Right Way

It's been said that had Henry Ford asked people whether or not he should build a motor car, they probably would have told him what they really wanted was a faster horse. In a similar sense, asking clients general questions about what they would like to see from their online education - what features are missing or what kind of online breastfeeding support they'd like to have - is often a misguided approach. The answers to these questions often focus on features and innovations that don't yet exist and asking a person to comment on something in which they have no frame of reference can result in investing time and resources into functions that go unused or result in a confusing and convoluted experience.

That's not to say we shouldn't listen to our users, only that we need to ask the right questions. Asking a question like, "What do you find most challenging when you plan for meals or grocery shop," will help us identify pain points our WIC users are facing. With these in mind, it's up to us as the innovators to address those points by creating new features and functionality that can quickly be passed on to WIC clients to get real, first-hand feedback on how well we addressed their needs. This type of targeted feedback allows users to comment on something they've actually experienced rather than something they have to envision and make guesses about in their mind.

Development-wise, the most critical step in this process is building out the rough draft of a key feature that can be tested by WIC users before

fully investing in a completely flushed out version. Getting this sort of feedback early on, allows us to adjust and make appropriate changes while we're building as opposed to scrapping certain aspects or making significant revisions after it has already been built.

For some, this may seem like an obvious approach, but the reality is the "build it and they will come" mentality is still alive and well. Also, although it may seem like a slower development process, the extra time we expend up front with early testing and feedback could very well save us time and frustration in the future after seeing that WIC clients aren't using what we built in the way we expected or worst case, they're not using it at all.

This methodical process is what you can expect from our development team going forward. We hope it emphasizes our commitment and dedication to offering WIC clients an experience that impacts their health and their lives in a positive and lasting way.

HOLA Espanol



Spanish Review Team

We are always open to adding volunteers. Members participate in one meeting per month and provide input as needed between meetings. If you are interested in joining, contact poppystrode@gmail.com.

Our next Spanish Review Team meeting is Friday, Septemeber 7th at 2:00 PM EST.

Upcoming Projects

The goal of wichealth and our Spanish Review Team is to reach more Spanish speaking participants in ways that work for them.

In the upcoming months, we will be surveying our Spanish speaking clients to:

1. **assess clients' interest in Health eKitchen**
2. **evaluate the overall wichealth experience**

PINTEREST AND WICHEALTH

One of our main goals with Pinterest is to build awareness of the WIC Program. During the last month, our board "WIC Info" had more clicks and more impressions than any other board.



We are well on our way to reaching our goal. Over the next few months, we will be adding pins that direct interested pinnerers to state WIC sites. In addition, we will be adding pins that educate the user about the benefits of WIC as well as eligibility requirements.

You're Invited!

Our new resources are nearly ready for their debut and we are celebrating!



When's the Party?

**Wednesday, August 8th
1:00 PM EST**

CELEBRATE WITH US!

We will introduce our new resources, share how they were developed and give next steps for adding them to your library.

New resources were created for the following lessons:

- **Build Strong Kids With Dairy Foods**
- **Starting Your Infant on Solid Foods**
- **Baby's First Cup**
- **Two Minutes Twice a Day for a Healthy Smile**

To join the party with your PC, Mac, Linux, iOS or Android click here:

<https://zoom.us/j/4930014872>

To join the party by phone:

US: +1 669 900 6833 or +1 929 436 2866

Meeting ID: 493 001 4872

If you have any questions, please contact kimbra.quinn@wmich.edu

HEALTH eKITCHEN

Last month Health eKitchen launched over 30 new recipes.

These recipes focus on easy sheet pan meals, creative burgers, and colorful salads with homemade dressings. We're delighted to see that in a few short weeks, our clients are loving these new additions.

While all of them have been well received, the [Guacamole Cheeseburger](#) with 60 hearts to date has received the most love.



Looking for a delicious twist to your summer meal planning? Check out the tasty delights in Health eKitchen!

HELP DESK STATISTICS

FIRST REPLY TIME

July	June
3.46 Hours	3.5 Hours

SATISFACTION RATING

During the month of July, our help desk had a 97% satisfaction rating as compared to 100.0% in June.

Our Helpdesk tracks the satisfaction of both WIC staff and clients after using our service.

"Thank you very much for your efficient responses to my support request, especially as this request was placed on a weekend. Keep up the great work!"
Tennessee

"Su ayuda me fue muy útil muchas gracias
(Your help was very useful, thank you very much)"
Nevada

"I was able to continue what I wanted to do after getting easy to follow instructions from Renee."
Michigan

SNEAK PEEK: Personal Stories



SNEAK PEEK

We are adding personal stories to our resource list.

We use the experiences participants share to create these stories to teach overall concepts that may be found in other resources but are presented differently. Because we recognize participants learn in a variety of ways, one of our goals is to reach them through a variety of styles. Each month we'll share with you a different style.

Here is one example from our updated Picky Eating Lesson:

“Experts say not to label kids because then they become what you call them. There is no way around the fact that my son was a picky eater. Even if I threw out the name “picky eater,” he still refused to eat anything new or different.

Our mealtimes looked like this: I prepared what the grown-ups were going to eat. Then, I prepared a separate meal for my son. Usually chicken nuggets, apple slices, and cucumbers.

Then one day, I decided I was tired of making two different meals each time we ate. I noticed that my nieces and nephews ate whatever my sister served them when they came over one day for lunch. I asked her what her secret was.

She said that she never made separate meals. At their table, each person’s plate consisted of the chosen food and the amount desired. She also added that she made sure to serve one type of food her kids liked at each meal.

Her kids did not love everything they ate, but they didn't fuss at her expectations, and they left satisfied.

Maybe my sister didn't have the magic answer to my son's eating habits, but her way of looking at mealtime was eye-opening for me. I started changing our mealtime structure with baby steps. I wanted the change to be gradual.

One night I served chicken nuggets, apple slices, and cucumbers in the middle of the table. Each person took what they wanted. My son was thrilled we were all eating the same food. I asked him if he would be willing to eat what we ate at the next meal. It was a miracle that he said yes, but he did!

And so began our journey of baby steps and a better variety of eating. I included cucumbers in the next meal but switched the chicken nuggets to grilled chicken breast (still chicken! But a baby step in a different direction!). Our fruit was a sliced pear. To my surprise, he said he actually liked the chicken better! The pears were not as big of a hit, but he did try them.

It took about a week to get used to this way of dining together. I have to admit we still struggle here and there. We have made great progress though. He is eating a much larger variety of foods now. He is also more willing to at least take one bite of new foods.

I have stuck to offering new foods with familiar foods which seems to work well for us. Day by day and step by step, I am going to keep working at it because I know it is best for his health and my sanity!"

Elise, mother of a two-year-old

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